WAR MESSAGE OF THE STATE OF TH

Compiled in Washington by the War Advertising Committees of the Advertising Federation of America, the Advertising Affiliation, the Pacific Advertising Association and of the Graphic Arts Victory Committee in co-operation with the Office of War Information.

from INSERT LOCAL GROUP NAME HERI

SEPTEMBER, 194

NOW IS THE TIME TO SPEED UP—NOT SLOW UP!

With our fighting forces forging ahead on all fronts—with definite as of the foreseeable end of the war in Europe—with the Rising on the way to setting—is there a continued need for the kind of job advertisers have already so ably performed? Is the help of and lithography required to finish the fight or is the war or in high gear and rolling with enough momentum to carry through victory without the continued promotion advertisers have given it? to answer these questions, the editors of War Message Copy made

a survey—in Washington among government officials, war progra directors, and others. The answer was an emphatic yes! Print advertising is necessary and extremely helpful in a war which still far from won—your efforts CAN'T stop now, just about sums the opinion of people who should know.

It is also true that many war programs will and must be continuater X Day and regardless of when victory comes promotion is necessary.

sary on every war program now!



irely up to you.

ABER 9

Star Programs For September





h this issue of War Message Copy the emphasis is placed on the programs which are particularly important. These starred pro-

grams should receive the immediate attention of every user of printed material, and advertisers in all appropriate media.

NATIONAL WAR FUND

HAVE A HEART! War-related philanthropies, except the American Red Cross. For convenience and economy in collection the Fund promotes one federated campaign effort a year to raise the finances of nineteen member agencies. It joins with local Community Chest campaigns in 750 communities where

e are such organizations. very possible bit of weight that can be put ind the drive is needed. People must be le aware of the need by every possible hod. Every advertising message that aprs will give impetus to the campaign. Local ertisers will run advertisements prepared ecially for their use, but it will take more n local effort to put the campaign across. ou can help us by lending the pressure of r advertising to the national effort. Every gle mention of the National War Fund and need will count, and will be highly welned by the local campaign organizations. will be of very great help if you will inde in some of your advertisements an apl to support the Fund. How you do this is

* XMAS OVERSEAS MAIL

OVERSEAS MAILING FOR CHRISTMAS

Here's an important campaign which can contribute directly to the efficiency of the country's armies. The purpose of this program is to inform the public of postal regulations covering the mailing of packages to men and women in the armed forces overseas, proper selection of contents, proper packaging and correct addressing. Informational activity will begin at the end of August and continue through October. Any and every business can use an envelope stuffer featuring this program.

Overseas Christmas gift packages for all branches of the armed forces should be mailed this year between September 15th and October 15th. If possible it is best to mail before the end of September. Packages cannot weigh more than five pounds, nor measure more than thirty-six inches in length and girth combined, or more than fifteen inches in length. All should be labeled clearly "CHRISTMAS GIFT PACKAGE," and wrapped securely in strong boxes. Everyone wants our people in the armed services overseas to have a Merry Christmas and receive their gifts on time and in good condition. Advertisers can do much to insure the safe arrival of Christmas packages on time by running this important Government message in all appropriate printed material.

* CROP CORPS



You can help recruit eme gency farm workers by an effective use of posters. While the nee for emergency farm labor variewidely from one section to a other, outdoor boards and cards appearing anytime from Spring until the harvest is in car

be of great assistance in underscoring the fa that farm work is war work.

There will be still another call for help the food front in 1944. The nation's for processing plants will need 700,000 emergence workers to process the perishable foods of farmers are growing. These workers will needed for short but critical periods during th peak season. The work in canneries is qui simple, and anyone not engaged in essentia war work can help. A few can work full time others part time. All can work some time short shifts. All are paid prevailing wage Although the majority of these workers will recruited from the immediate vicinity of t food plants through local appeals, national a vertisers can help to emphasize the vital r cessity of this type of volunteer war work, that people will appreciate and understand th urgency when the local call comes.

Here is a vital program which every advetiser can get behind. It can be promoted many ways in addition to those outlined abov Small drop-ins in your regular local newspape advertising, in your current flyers and leaflet

will help.

Remember, 6,000,000 Americans are fighting overseas.

Don't Delay OVERSEAS XMAS GIFTS Must Be Mailed Between Sept. 15 and Oct. 15 During this period no written requests from servicemen will be required.

Here's a victory pledge for every single one of us at home:

"I will stick to my job until we finish the
job. I will not turn my back on the front."

FOOD IS AMMUNITION—HELP HARVEST THE CROPS!

REMEMBER — THE MORE WOMEN AT WAR, THE SOONER WE'LL WIN!

YOUR ADVERTISING CAN HELP RECRUIT MORE WOMEN IN WAR PLANTS, IN UNIFORM

ARINES are doing important and interesting ork in our armed forces—work that is vital to inning the war. Thousands more are needed release men in the armed forces for the jobs hat men must do.

Recruiting campaigns for all these services an be made more effective through advertisng support of the over-all "Women in the War"

Applicants for enlistment in the Wacs must between 20 and 49 years of age inclusive, ith no children under 14. Applicants for enstment in the other armed services must be etween 20 and 36 years of age with no chilren under 18.

American war plants must have more and nore workers. Many important production lines re turning out less equipment than they could ecause they lack a sufficient number of

mployees.

The only major source of workers remaining s women—the 5,500,000 women without chilren under 14 who live in urban areas-and all f these do not live in war production centers. In some critical areas, therefore, probably at east one in every three housewives must be ecruited for the war production lines.

The shortage of war plant workers is not uniorm. It varies from city to city, and even from ime to time. Many women are needed in some ities; few in other cities. It is not practical o attempt shifting housewives far from their keeping our war plant workers working.

Women in the WACS, WAVES, SPARS and homes in cities where potential war plant labor is plentiful to areas where it is needed. Therefore, the women who live in these critical sections are the only answer. They must be educated to understand the importance of taking war jobs when the demand exists. Where the need is "today" they must be induced to act at once. Where the need may come "tomorrow' they must be made ready to respond without delay.

> Many women think of a "war job" as work in a war production plant or in some special type of service directly associated with the war. They must be made to understand that a war job is any job in a war plant, in essential civilian production, or community services, or in

the armed services.

Teaching school is an example of a war job for women. Lack of teachers promotes absenteeism of working mothers. There is a great shortage of teachers, and advertisers desiring to feature teachers in their Womanpower advertisements are requested to write to the War Advertising Council for additional information concerning this problem.

Women who work in laundries, as waitresses, as truck and bus drivers, and as grocery clerks are also women in war jobs. Two out of three vital war jobs for women are not in factories. Just as war plant workers are necessary to keep our armed forces fighting, other industries, businesses and professions are vital to



FOOD FIGHTS FOR FREEDOM. This pro gram represents a combination of information activities on individual food programs. It is designed to secure public action on a number of points and is also meant to provide back ground information on the food situation. Food processors, distributors, retailers, etc., can use

and are using many types of printed promotion The National Wartime Nutrition Program is

designed to help the public make the best use of the available food supply . . . to educate people on how to adjust their eating habits to the wartime food situation so that they will have the health and strength so neces-



sary to meet the demands of war.

While advertising support in furthering knowledge of sound nutrition is needed through out the year, it is felt that the cause of good nutrition can be helped considerably if advertisers will lay particular stress during the month of September on the need for giving wa workers and school children better breakfast and lunches. This will synchronize with the activities of nearly 3,000 nutrition commi and many government information facil. which will be telling the same story.















Women-It's Your War. Too! Work To Win!

Quick News On Current War Campaigns

Transportation. A critical need and becoming worse every day. A real headache for both government and railroads. With autos and busses failing, more and more people are taking to trains. Travel rationing is the only way to reduce it, say some, but both government and railroads want to avoid this if possible. Current efforts center around the Vacation at Home Campaign with government emphasizing need for making this stick.

V-Mail. This program urges the public to use V-Mail in correspondence with the Armed Services overseas in order to save the shipping space required for ordinary mail. Informational activity is required on a continuous basis. Another program that contributes directly to the morale of the Fighting Forces. Printers and ithographers can easily explain how good printed promotion will be effective in increasng V-Mail.

Paper. Situation still critical, although greater success is being reported with paper salvage campaigns through the country. Every effort should be made by producers and users of Advertising to emphasize need for conservation of paper, elimination of all waste.

War Bonds. This is a continuing program addressed to every individual in the country able to purchase War Bonds. Promotional activity is peaked for three drives during the year. The Sixth War Loan will probably start sometime in November. War Bonds are get-ting big advertising play everywhere. Printers and lithographers will find their customers ready and willing to devote some of their printing to this campaign.

Fuel Conservation. Important if we are to get by with the coal and oil available. Intensive government promotion now under way to prepare for next Winter's domestic fuel needs through stress on preparation for Winter. The GAVC is just completing its new Winterizing work sheet showing printers and lithographers how to tie-in with this campaign. It will be mailed soon.

Gasoline Conservation. This program explains the facts behind the gasoline shortage, the need for increased conservation through car-sharing, and the need for smashing the black markets by playing square with gasoline rationing. The oil companies and service stations are logical users of printed messages emphasizing this critical need.

BUY WAR BONDS

SEND YOUR QUESTIONS TO

War Message Copy is sponsored by your local Committee Its members are ready. willing and able to help you cooperate with these important government programs. Your committee has information on most campaigns, but it is difficult to collect up-to-theminute information on all campaigns. We urge you when in doubt, to secure complete, authoritative data from OWI in Washington. Cuts of program symbols can be secured from local Committee.

SPECIAL NOTE TO LOCAL COMMIT-TEE AND PRINTER. Use this space to insert local news, local committee addresses and telephone numbers. Print this issue of War Message Copy as soon as possible after receipt and distribute widely. Greater tribution means greater results. Sug. using different colored stock to secure newness in appearance.

EAT A LUNCH THAT PACKS A PUNCH!

SINCE 1899

When you think of mailing-lists think of GUILD

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76 NINTH AVENUE NEW YORK 11, N. Y. Chicago Office, 7 So. Dearborn St.



They're easy to carry! Write today for free pocket size editions of IPI Letterpress Color Guide, IPI Offset Color Guide, IPI Everyday Specimen Book. Address nearest branch or International Printing Ink, Empire State Building, 350 Fifth Avenue, New York 1, N. Y.

ANOTHER MAN!

For shame! Your Johnny lying in the Oklahoma slush doing daylong rifle practice, and here's his little wife palpitating at the footsteps of Another Man.

What's worse, the Menace is in uniform! You don't know his name, his age, his marital status or the color of his eyes. But you are definitely in his power.

The knave doesn't even pretend to confine his attentions to you alone. He's seen at Mrs. Brown's door twice a day, and they say that the little-Perkins girl, whose sweetheart's in India, simply exists for his brief

What's this man got that even Walter Pidgeon can't provide. He's got the United States Mail!

-Violet Moore in Atlanta Journal.

"Miss Jones, I may say that you are a very attractive girl. You dress well, your voice is well modulated, your deportment is also beyond reproach . . ."

"Really," exclaimed the new secretary, blushing, "you shouldn't pay me so many compliments!"

"Oh, that's all right. I only want to put you in a cheerful frame of mind before taking up the matter of punctuation and spelling."

> From Ray-O-Vac Sparks, h.m. of the Ray-O-Vac Co., Madison, Wis.

HELP WANTED

A LONG ESTABLISHED successful New England organization producing sales, advertising and promotion literature such as catalogs, bulletins and direct advertising for a selected group of industrial companies has an excellent present and post war opportunity for a man able to write copy and plan such literature. Sales and engineering knowledge will be helpful. Give complete experience for interview. Replies confidential. Salary and age open. 801, The Reporter, 17 East 42nd St., New York 17, N. Y.

CLASSIFIED ADS

EQUIPMENT

MULTIGRAPHS, MIMEOGRAPHS, Folding Machines and Attachments Bought, Traded-In and Repaired. Write us your requirements. Chicago Ink Ribbon Co., 19 S. Wells St., Chicago, Ill.

LETTERHEADS

EVERY EXECUTIVE SHOULD READ "Letterhead Design and Manufacture," by Fred Scheff, 225 pp., 8½ x 11, 125 illustra-tions. "EXCELLENT" Printers' Ink. Mail \$5.00 to Fredericks Co., 68 Nassau St., New York 7, N. Y. Money refund guarantee.

MULTIGRAPHING SUPPLIES

RIBBONS, INK AND SUPPLIES for the Multigraph, Dupligraph and Addressograph Machines. We specialize in the re-manufacturing of used ribbons. Chicago Ink Ribbon Co., 19 S. Wells St., Chicago, Ill.

SALES LETTERS

SALES LETTERS that satisfy. I write them. Folder on request. Jed Scarboro, 10 Wetmore Ave., Maplewood, N. J.

..... NEEDLE IN A MAIL STACK



• An effective, suitably designed envelope does not hide like the proverbial needle. It's easy to find. Business men more and more are turning to Tension-envelope specialists-for exactly the right kind of envelope to suit their own needs.

Tension knows how!

TENSION ENVELOPE CORP.

Serving the Government and our Civilian Customers

New York 14, N. Y. 345 Hudson St.

St. Louis 3, Mo.*

Minneapolis 15, Minn.* 500 South 5th St.

Des Moines 14, Iowa 1912 Grand Ave.

Kansas City 8, Mo.* 19th & Campbell Sts.

*Originally Berkowitz Envelope Co.

TEST McGRAW-HILL LISTS NOW FOR YOUR FALL MAILINGS!



If you are not now using McGraw-Hill Lists, plan to include one or more of them in your next test

who have already completed tests of Mc-Graw-Hill lists are highly pleased with results-are going in heavy for them on their Fall schedules.

Yes! McGraw-Hill lists are still being corected on a 24-hour basis. They still carry the same high degree of deliverables. And they are postal-zoned for

Tell us what your product is, and we'll send you information on the lists that should work out best for you—by return mail. Write or 'phone us now.

DIRECT MAIL DIVISION

McGraw-Hill Publishing Company, Inc. New York 18, N. Y.

330 West 42nd Street



英文文文文文文

Day is Mear ...

the day to SELL—to sell more and more of everything than we ever made and sold before. Sales are the answer to jobs. Jobs are the only answer to prosperity and contentment. There is no other satisfactory way.

The blood and sweat and tears are going to be on the selling line from here in—not on the firing line.

All too soon will the production line be starving for more orders to produce.

Getting your post-war sales story in the mails is the quickest, most effective and most economical selling attack. Experienced merchandisers, idea layout men, artists, estimators, and printing production personnel are available now in our organization, qualified to shoot straight and hit the order target for you.

We are willing to risk our time against yours to discuss your immediate and post-war requirements—contact us now.

Magill-Weinsheimer Company

Creative Printers

Designers and Producers of Merchandising Aids

1320-1334 S. Wabash Avenue

TO POSTWAR JOBS
Chicago 5, Illinois

A few notes about September Activities

ABOUT ANNUAL REPORTS.

There are a number of beautiful examples this month. Among the best is the annual report of Harris-Seybold-Potter Company, Cleveland, Ohio. It has a beautiful four-color cover. There is a pictorial history of the company, its products and an easy to understand statistical record. Of course, it is skillfully produced. When we first saw it, our inclination was to call Harry Porter and ask him why in the world a manufacturer of offset presses used letterpress to produce its annual report. But upon investigation we find that the booklet was actually lithographed. It is perhaps, the finest example of the process.

The annual report of the United Wall Paper Factories, Inc., Merchandise Mart, Chicago 54, Illinois, is also a beautiful piece of work. You guessed it! The cover is made of wall paper.

Reaching a high point in uniqueness is the report just issued by the American Type Founders, Inc., Elizabeth, New Jersey, entitled, "The A.T.F. Dollar. Where Does it Go?" Instead of being a report to stockholders, the inside pages reveal that it is a report to the employees.

The booklet is designed in story book fashion, with President Thomas Roy Jones pictured as talking to Daniel Keenan, a representative of the employees of the A.T.F. organization. Dan Keenan asks the questions and Tom Jones provides the answers, with pictures, charts, pictographs, etc. On the back inside page is tipped a business reply card which the employees can send to the President with check spaces provided for indicating reaction to the booklet and suggestions for future reports. We think this booklet sets a style which can be followed by many companies.

OFF ON A TRIP

DIGEST OF

As this issue goes to press, this reporter is leaving for a speaking trip throughout the mid-west. Most of the time we will be talking (of course) about **BLACK MAIL** and the misusers of the mail. But in between the speaking engagements, we hope to have plenty of time to contact some of our Direct Mail friends throughout the country. We want to find out what they are doing and what they are planning when V-Day arrives.

It is our opinion that too many people are talking about V-Day. The war is not over by any means. There may be a long pull ahead of us yet. I think that all of us should continue to back the essential wartime projects with everything we've got. But, we can plan on what we are going to do and what we are going to need when peace comes.

Direct Mail is going to be in for its largest boom in history. The printers will be hard pressed to furnish all the catalogs, booklets, folders, letters, etc., that will be needed by those who must start selling again.

■ WARNING TO PRINTERS AND BUYERS OF PRINTING. For some years now the "patent racket" has been deader than a dodo . . . after The Reporter exposed its ramifications.

But it seems to be breaking out again. Just recently we saw a notice issued by a firm in Chicago to printers throughout the country offering a license arrangement on so called Direct Mail formats (both patented and unpatented).

This reporter still claims that the "patented forms" are not patenta-

ble. If patents have actually been granted, they could not be defended in court. So if you are offered a patent Direct Mail form on a royalty basis . . . view it with suspicion.

DIRECT MAIL IDEAS AND INFORMATION

□ A LITTLE LIBRARY. The Hinde & Dauch Paper Company of Sandusky, Ohio, have issued an interesting series of booklets labeled as a "Little Packaging Library." Booklets measure 3½"x 6¼" and run 16 pages and cover. Each on a separate subject such as "How to Seal Corrugated Shipping Boxes"; "How to Stack and Load Corrugated Shipping Boxes"; "How to Merchandise With Corrugated Boxes"; "How to Pack War Materials in Corrugated

Shipping Boxes." Each cover has

a different tinted background, but

design for all is the same fine idea

. . . and well executed.

STORY OF A FORGER. "This Week" a syndicated magazine run by the Herald-Tribune and about twenty other newspapers, published on September 3rd an article entitled, "He's a Forger!" It told about Arthur Cormier who earns his living by making perfect copies of other peoples signatures on automatically typed letters. It is an interesting story. Arthur Cormier works for Horace Nahm of Hooven Letters, Inc., 352 Fourth Avenue, New York 10, N. Y.

You guessed it. Horace did not muff the ball. He made a reprint of the article and mailed copies to all his customers with a personal memorandum.

VOL. 7, No. 6. Report for SEPT., 1944

The Reporter of Direct Mail Advertising is published monthly by Henry Hoke, publisher, 17 East 42nd St., New York 17, N. Y. Telephone Number VAnderbitt 6-6888. Subscription price \$3.00 a year. Re-entered as second class matter Nov. 15, 1989, at Post Office at New York, N. Y., under act of March 3, 1879. Copyright, 1944, by Henry Hoke, New York 17, N. Y.



Lots of advertising will have to go over our economic dam to produce the big sales needed to keep plants humming, provide jobs, and maintain high national income. By its wartime performance, industry again has demonstrated its own ability and the rightness of free economy. Advertising is the proved method of getting business most economically. Combine these two great forces and America will continue to win frontiers. Make your postwar advertising and selling plans now. And when the time comes, specify Champion paper.



THE CHAMPION PAPER AND FIBRE CO., Hamilton, Ohio

MILLS AT HAMILTON, OHIO . . . CANTON, N. C. . . . HOUSTON, TEXAS

Manufacturers of Advertisers' and Publishers' Coated and Uncoated Papers, Bristols, Bonds, Envelope Papers,
Tablet Writing and Papeieries . . . 2,000,000 Pounds a Day

DISTRICT SALES OFFICES

NEW YORK · CHICAGO · PHILADELPHIA · CLEVELAND · BOSTON · ST. LOUIS · CINCINNATI · ATLANTA

Program...

Roosevelt Hotel...New York
October 20th, 1944

For One Day Direct Mail Conference

Morning Session HENDRIK HUDSON ROOM

Sessions Chairman Horace H. Nahm, President, Hooven Letters, Inc., New York

at 9:30 on the dot!

★ Winners of Fifty Direct Mail Leaders Contest
HOWARD KORMAN, DMAA President and Manager, Merchandising and Sales Promotion, McCann-Erickson, Inc., New
York, will announce the 50 winners and honorable mentions
and will award the special plaque for "The Best Servicemen's
Bulletin or Literature to Servicemen." Assisting Mr. Korman
will be Edward D. Madden, Vice President, McCann-Erickson,
and Chairman of the 50 DIRECT MAIL LEADERS Contest
and Edward J. Pechin, Advertising Manager, Plastics Dept.,
E. I. du Pont de Nemours & Co., and Chairman of the Judges
Committee.

at 10:00

How Direct Mail Planners and Users Can Get More Business From

★ Sparking Industrial Printed Promotion Plans
will be expressed by JAMES S. McCULLOUGH, Advertising
Manager, The Yale & Towne Manufacturing Company, Philadelphia. Here is a first hand discussion of the multiple problems and opportunities facing this important group of Direct
Mail users.

at 10:30

Here's a session that even the experts cannot afford to miss.

★ Copy and Preparation of Direct Mail

EARLE A. BUCKLEY, President, Earle A. Buckley Organization,
Philadelphia, well known for his cooperation on direct mail
used by the U. S. Treasury Dept. to sell war bonds—will give
you the benefit of his long experience and current findings
in copy that clicks and planning that produces.

at 11:00

Users and producers alike will want to hear these new slants on

★ Production of Direct Mail

in a session that promises to lift you out of the "problem" stage into a "What To Do About It" frame of mind. W. D. MOLITOR, Public Relations Manager, Edward Stern & Company, Philadelphia creative printer, will discuss the subject of production—material, supplies, processes, planning, producing—from an expert's point of view, with an eye to the future rather than the problems of the past.

at 11:30

Here's a prize package of surprises!

* Research

EDWARD D. MADDEN, Vice-President, McCann-Erickson, Inc., New York, has been making surveys and compiling data especially for this New York Direct Mail Day—on a subject that is vital to every advertiser—RESEARCH. What Ed Madden has to say will be worth that whole day you will take from your office on October 20th.

at 12:30

+ Lunch

Grand Ballroom. Guest Speaker, Honorable Fiorello H. LaGuardia.
Subject: "How New York Will Lead in Postwar Marketing."

Afternoon Session HENDRIK HUDSON ROOM

Sessions Chairman
Charles B. Konselman, Advertising Manager,
Wickwire Spencer Steel Company, New York

at 2:45

Nothing could be sweeter right after lunch (and we do mean 2:45) than this story about

* Distribution and the Post Office

On the subject "Over 32,000,000,000 Pieces," EDWARD N. MAYER, JR., President, James Gray, Inc., New York, will give you a vivid and startling picture of the place the post office holds in your Direct Mail plans. And then, to top it off, our DMAA Vice President will give you the latest information and report on proposed increased postage rates.

at 3:15

An Expert's Views and Cues on . . .

★ Mailing Lists During Reconversion Periods

JAMES M. MOSELY, President, Mosely Selective List Service,
Boston, will head a panel of experts covering the various
fields and problems of mailing lists. Questions from the audience will be welcomed. Many of you have been asking for
this vital data and Jim Mosely will be there to dish it out
with his usual thoroughness.

at 3:45

How to Win Success and Avoid Failure in . . .

★ Mail Order

FRANK ECNER, Vice President, McGraw-Hill Book Company, will tell you his experiences in daily feeling the pulse of mail order trends—appeals, results, pitfalls, suggestions. Every advertiser will want to know how consumers are reacting, thinking, buying.

at 4:15

The Remarkable Growth and Trend in Use of . . .

★ House Magazines

will be discussed by K. C. Pratt, House Magazine Institute, New York, and Editor of the popular "STET," distributed to over 8,000 house magazine editors. Eminently qualified for this job, Mr. Pratt will give you a meaty and thorough analysis of present house magazines, their postwar future, what makes them click, and how to do the right kind of job.

All the ideas and information that you will get from these sessions—plus the luncheon (all taxes and tips included)—are yours for only \$5.00. Register early and pass this invitation along to your associates and friends.

Reporter's Note: We look forward to seeing many of our friends on this day. For the far distant readers of The Reporter who cannot be there . . . we will try to give you the important highlights in the next issue.

Black MAIL Is Still With Us!

For the benefit of all readers of *The Reporter*, we are giving you copy of a telegram sent September 30th by the Editor of *The Reporter*, and released on that date to all news services, important news and radio contacts. The telegram gives the whole story discovered after days of investigating in Washington. Read it carefully. Get MAD.

Congressman Fred E. Busbey, House Office Building, Washington, D. C.

Your flagrant abuse of the Congressional franking privilege is about to be exposed. If you had read my book "Black Mail" you would know that it is relatively easy for us to uncover evidence of the use of the frank for propaganda rackets.

I have submitted my evidence on your case to all investigating branches of the Government and to news and radio sources for getting the truth known. Here are the facts:

On June 20th, 1944, you inserted in the Congressional Record a speech entitled "Wake Up America" . . . which had all earmarks of the divisive material issued by the discredited Joe Kamp . . . trying to smear the Government with communistic connections.

The title of your talk is a slogan which has been used with numerous variations by nearly every Fascist group in America including the German American Bund and a number of the defendants in the current sedition trial.

In August you ordered one thousand copies of a reprint of excerpts from your speech in the form of an embellished post card - the identical format which Prescott Dennett, the agent of George Sylvester Viereck, took credit for inventing several years ago when the franking scandal in Hamilton Fish's office was exposed.

In September you ordered and had the Government Printing Office distribute in bulk to numerous addressing agents five hundred thousand copies of this same card . . . but you used the franks of other Congressmen, including those of Tabor, Woodruff, Reed, Knutson, Bates and Clare Luce. The country has been blanketed with those cards and protests from indignant taxpayers are flooding into Government Agencies.

To make matters worse you have just placed another order for ONE MILLION of these cards to be produced immediately by the Government Printing Office under Congressional priority at a time when the Government Printing Office is unable to meet the urgent demands of War and Navy Departments for essential functional printing sorely needed for the running of the war. You and your frank misusing clique are using up eighteen thousand six hundred pounds of vital paper which is critically short. You are holding up essential war printing. You are furnishing free postage to a propaganda clique at a time when the Post Office is struggling to handle essential business mail. You and the other thoughtless Members of Congress should be forced some way to reveal who is paying for the printing (at the low less-cost rate you get) . . . who is paying for the addressing . . . who is furnishing the mailing lists. Who is the directing head of this huge mailing operation. Is the Fish-Hill scandal to be revived all over again?

You should cancel immediately the order for the wasteful one million cards and you should make your apologies to your constituents and to all other Americans who resent your questionable use of the free frank for spreading divisive and foreign-inspired propaganda.

Henry Hoke.

Reporter's Final Note: We had hoped that with the publication of "Black Mail" we could eliminate from the pages of *The Reporter* all references to the misuse of the mail . . . but it seems hopeless. In spite of all the publicity . . . the propaganda boys are in full swing. In addition to the case reported above, the investigation reveals that the Government Printing Office is jammed with orders for reprints from Congressional Record . . . of disruptive, inflammatory speeches, such as those by Clare Hoffman of Michigan.

What can you do about it? Raise hell. It is your country. It is your Government Printing Office. It is your paper they are using. It is your Post Office that is being hamstrung by useless mail. Your Congressman is home electioneering. See him. Tell him what you think about the Busbey scandal . . . and others. Tell him you expect him to do something. Only by raising hell will you get action. The misuse of the franking privilege is a national disgrace . . . and a national danger.

Speaking of Humor

One of the best automotive service booklets we've seen since the war began (and before, perhaps) was recently issued by Haley's, Incorporated, 2020 M Street, N.W., Washington 6, D. C. It's a 5½" x 4", 12 page two color booklet in yellow and black. The title reads:

H stands for HALEY'S who HUMBLY apologize for today's HANDICAPS

We like the humanized copy so well... that we are reproducing it in full. We are also reproducing the series of cartoons—which illustrate each page of copy (copy on left page—cartoon on right).

In our opinion—this type of honest and human publicity holds goodwill and will pay dividends in the peace years to follow.

THESE ARE DIZZY DAYS . . .

Here we are (or are we?) in the Service business. We've been in automotive service for 24 successive years—God and General Hershey willing, we hope to stay in it 24 years more.

"Swell" you say, "but why the turndown on that service I asked for today?"



Most of the octane-shy remaining motorists have been wonderfully tolerant of this paradox. Few have fully grasped its real significance. We hope, therefore, that a few facts might help to a better understanding of what the car owner can and cannot expect in the maintenance of his car, for the duration.

IT'S MADDENING ALRIGHT!

We know it's maddening to get only an approximate time for needed repairs. Yes, we know that the car may be out of service longer than you can conveniently spare it. BUT—Victory Has No "Absentee"! With mechanics so scarce that the absence of even ONE can upset any schedule, we MUST approximate. It's no whimsy of ours. It's the War.



Further, where parts for a "Stinker 8 Sedan" were once obtainable from a single purveyor, it now requires innumerable calls and many futile trips to different suppliers. And then often, after days of waiting, comes the disheartening "This part is no longer available!"

Well, so much for that. We know also-

YOU DO NOT LIKE IT WHEN, after inspection, we tell you that your car needs a whoozit on the intake manifold, or that the mizzenmast is broken, or whatnot.

Believe us—we are not trying to sell you anything. We are simply telling you how to keep your car in the running. Haley's has never believed in high-pressure, and there

WORN OUT ?? WHY, I'VE ONLY DRIVEN 90,000 MILES!



are too few parts and man hours available now to start this late.

Today it is quite usual to see speedometer readings of 60 to 90 thousand miles—unusual a few years ago. Elementary, you say. Surely, but paralleling such mileage is wear—even the cars in storage are wearing out.

And as our old uncle used to say, "Boys, them things (automobiles) have got 15,000 parts into 'em, and something can happen to every one!"

NATURALLY . . .

You liked it when you could turn your old car in every year or so and get a new shiny one. We liked it, too. Because we sold new ones and because the others were not as old—not as hard to keep running—and there were plenty of parts.



New car, envious neighbors, new tires (real rubber), new battery, chrome-plated handle bars and coaster brake! HAPPY DAY! But that was yesterday . . . with unrationed gasoline that smelled like gasoline and not like a burning refuse heap—that did not make the motor sound like someone playing a tune on a picket fence when you stepped on the accelerator.

SNOOTY FOLKS . . .

We regret beyond all words to tell you that we cannot call for and deliver your car any longer—that we cannot take it to the inspection station—that we cannot pick up your nephew at the Union Station, or any of the hundreds of little things we were happy to do and did do for many years.

(Continued on Page 8)



Some who read these lines will remember him—others will place him through tradition. He is a fixed character in the American background, the *itinerent compositor*.

Long before typesetting machines ever clicked he would stroll into the printing office from somewhere back East, and after an interview with the proprietor would take his place at the case. He might stay a few weeks or a few months, but he seldom took root. The glow of the Western horizon lured him onward. One morning he would be missing, and the shop struggled on with the fragments of knowledge he left behind.

NOW AVAILABLE. Complete and comprehensive Guide Book of Essential Wartime Printing and Lithography. 64 pages (8H-x 11-) of detailed description and information on every government

They called him a *tramp printer*. He was indeed a beloved bum, representing one of the fine arts of printing, typesetting. He was a fountain of knowledge and experience, a living lexicon. He had set books and speeches for the mighty. He spread the fine points of a great craft all over America.

The last of his kind has long been dead, but his spirit still haunts the shop, and "hand set" still bespeaks class in craftsmanship. Such pioneers helped style the whole printing business into the sales vehicle it has become today.

public relations problem which can be aided by printed promotion.

We shall be glad to obtain a copy for you . . . or write direct to
Graphic Arts Victory Committee, 17 East 42nd St., New York City

HARRIS · SEYBOLD · POTTER · COMPANY

HARRIS DIVISION

C L E V E L A N D 5, O H I O

MANUFACTURERS OF OFFSET LITHOGRAPHIC • LETTERPRESS

AND GRAVURE PRINTING MACHINERY • • • •

SEYBOLD DIVISION

DAYTON F7, OHIO

MANUFACTURERS OF PAPER CUTTERS AND TRIMMERS-KNIFE GRINDERS-DIE PRESSES-WRIGHT DRILLS-MORRISON STITCHERS





PLEASE do not feel that we are snooty here at Haley's about it all. The truth is that we are experiencing a condition we never expected to see—and hope never to see again! There has never been any premium on courtesy at Haley's. And, believe us, there is neither pleasure nor profit in being forced to say No to you through war conditions beyond our control.

(Copy on Back Page)

FACTS AND FIGURES . . .

(For those skeptics who do not believe anything)

Number of employees in 1941 65

Number of employees in 1944 38

Number of jobs performed in 194112,374

Number of jobs attempted in 1944too many

Let's stop—it bores us, too. However, we'll appreciate your good-natured acceptance of us in our wartime role. When peace comes and we all return to the bountiful living typical of America, we want you to expect only the unqualified best of us—congenial, alert service exactly to your, and our, liking.

A sailor who had been stopping at a fashionable hotel was paying his bill. He looked up at the girl cashier and asked what it was she wore around her neck.

"That's a ribbon, of course, why do you ask."

"Well, everything else is so high around here I just thought it was your garter."

> From "The Plibrico Firebox," h.m. of the Plibrico Jointless Firebrick Co., Chicago, Ill.

Surveying A Booklet

The Paterson Savings Institution, Paterson, New Jersey, early this year issued an annual booklet entitled, "Three-Quarters of a Century." It was a beautiful 8½" x 11", 32 page and cover review of the service of this 75 year old institution.

The bank wanted to find out what the reaction was to this promotion piece . . . so mailed a form letter with return post card to every third name on the original mailing list of 5400. Out of the 1788 letters mailed on June 14, 1944, replies were received from 264, or a percentage of 14.7.

We are reprinting here the statistical analysis of replies . . . as furnished to *this reporter* by Fred Rudge of William E. Rudge's Sons, 225 Varick Street, New York 14, N. Y., who supervised the survey. Fred hits the nail on the head in his comment: "The survey, as you will note, seems to prove that, if only those who answered the survey read the book, it did a good job."

Reader Reaction as Indicated by Returns

Readership	Number	Percent of Returns
Thoroughly	194	73.7
Casually	55	20.9
Glanced at pictures	2	.7
Didn't read	4	1.5
Opinion of pictures		
Very interesting	235	89.3
Moderately interesting	17	6.4
Dull	2	.7
Effect of booklet on reader's opinion of the bank		
Favorable	224	85.1
Unfavorable	1	.3
Not at all	19	7.2
Not at all because opinion already high	6	2.2
Editorial enjoyment by reader		
Historical material	72	27.3
Personalities	30	11.4
Facts about the bank	19	7.2
Two or more subjects (of which 109 of pressed interest in the historical mater 102 in the personalities and 99 in facts about the bank).	ial, the	46.0
	121	40.0
Number of readers volunteering other comment		
Favorable comment		37.2
Unfavorable comment		3.8
Total	108	41.0
Number of returns voluntarily signed by sender Total		72.2
Number reporting booklet not received		
Total	7	2.6



Vice-President, THE WALTER M. BALLARD CO.

"I don't have to be a type expert to appreciate the appropriateness of these ATF type faces. They've proved their own case. Five years ago we planned this de luxe book to reflect not only the smartness, but also the thoroughgoing soundness of design, of the interiors we plan and create. We felt that the simple dignity and architectonic feeling of well-spaced News Gothic Extra Condensed and Spartan Black capitals achieved this perfectly, in the type display. The desired decorative touch was gained by the restrained use of Commercial Script and Onyx. Now we are bringing out a second edition and find nothing that needs to be changed . . . the style is still as smart as tomorrow!"

AMERICAN

200 ELMORA AVENUE, ELIZABETH B, I:EW JERSEY

Have you a copy of the ATF Red Book of types? If not, send for one on your letterhead. Also, single page showings including complete alphabets of the following and other ATF faces.

Lydian with Italic Typo Upright HIIXIFY VERTICAL **Bulmer Roman** Kaufmann Script

THIS ADVERTISEMENT IS SET IN GRAYDA. EMPIRE, SPARTAN BLACK, AND BODONI BOOK

Prominent Users of Strathmore Letterhead Papers: No. 51 of a Series



Does your letterhead say "SERVICE FIRST"?

Serving our fighters everywhere—ashore, afloat, and aloft—Lily-Tulip cups and food containers have gone to war. In the war plants, Lily-Tulip makes service faster, quieter, easier, safer. No wonder it is rated a war essential.

The Lily-Tulip letterhead on fine Strathmore paper is expressive of a company with a proud service record. Today, when lighter weight paper for your letterhead is a necessity under wartime restrictions, the quality of that paper is more important than ever. The Strathmore watermark is your assurance of that quality.

Strathmore Papers for Letterheads: Strathmore Parchment, Strathmore Script, Strathmore Bond, Thistlemark Bond, Alexandra Bond, Bay Path Bond and Alexandra Brilliant.

STRATHMORE OF FINE PAPERS

Strathmore Paper Company, West Springfield, Massachusetts

PAPER IS PART OF TODAY'S PICTURE

Current Strathmore advertising points out how essential paper is to the war effort, features leading industries that use Strathmore in their Victory programs, stresses the point that good letterheads help maintain the reputation every firm is guarding today.



This series appears in:

FORTUNE
TIME
BUSINESS WEEK
UNITED STATES NEWS
NEWSWEEK
FORBES
ADVERTIS!NG & SELLING
TIDE
PRINTERS' INK
SALES MANAGEMENT

A Complete Marketing Plan

Back in July, we received another good letter from our friend Martin H. Perry, managing director of Marketing Consultants, Limited, London, England (the man who wrote, "So-You Want to Be a Private Secretary").

With his letter Martin sent us a reproduction of a hand drawn marketing chart which he had made up for private circulation among his clients. It attracted considerable interest so Martin had a plate made and ran off copies on sheets measuring 31" x 20". He was selling them with some success in England for \$1.00 a sheet, with explanatory material. We tried to figure some way to get these sheets into circulation in the United States, but finally wrote to Martin Perry and asked him if he would give us the right to reproduce his chart over here.

We have just received permission from him to do so, with the stipulation, of course, that it is not to be reproduced again in any way without specific permission. We are therefore reducing the chart from its original large size and showing it on the next two pages. The hand lettering is small, but we think it is worth while to study this chart carefully, even though you may have to use a magnifying glass. It is written from the British point of view, of course, and for conditions over there. Before you examine the Chart you should carefully read the explanation which accompanied it. That explanation follows:

Many marketing campaigns for nationally advertised products are basically incomplete and very frequently wasteful. Much has been written about marketing, but being children at heart, we still understand a diagram better than we understand words—this one, therefore, attempts to illustrate the ways in which salesmanship must be allied to advertising to produce "complete marketing."

There can be no doubt that the majority of national advertising campaigns—even including some of the most successful—are still need-lessly wasteful, probably because

too many people still think about advertising in particular instead of marketing in general.

Using the "big stick" of wide national advertising it is possible to literally bludgeon a product on to its market and many an advertising man will confess—though perhaps not outside of his own office—that some products, enjoying a big national market today, do so not because of the skill with which they were marketed, but because of the size of the budget which was expended to create consumer demand.

Economic marketing—and note the adjective—is like a chain drawn between the manufacturer and the ultimate consumer, and unless every link in that chain is carefully forged and tempered, it will fail in its purpose.

What all too often happens is that a manufacturer allocates an impressive budget to create buying demand and devotes all or most of it only to press, film, posters, radio or other consumer advertising and only a fractional amount of the budget will be devoted to cultivating the merchants, retailers and other "links" in the marketing chain.

Experience proves that this is fundamentally wrong. There are many links in the chain, there are many points at which the sales will be lost and unless these are given careful attention, the maximum sales produced by consumer advertising will never reach its true figure.

It is unfortunate that there are no figures which will show a national advertiser how many people are influenced by his advertising and attempt to buy the product and how big a percentage of these fail to do so or are dissuaded from so doing. If such figures were available many national advertisers would suffer a rude shock.

There can be no doubt that a small sum of money, equal to only a fractional percentage of the total budget, devoted to the cultivation and education of staff, merchants, merchant's salesmen, retailers and

retailer's assistants, will and does prove a wise investment which will bring in a substantially greater return from the larger sum spent on consumer advertising.

It is not sufficient to supply the merchants and wait for them to push the product; it is not sufficient to put it on the lists of the merchant's travellers and leave them to push it—if it is a product which attracts them—or neglect it if it is one in which they have no interest; it is not sufficient to put a small parcel of the product into the retailer's shop unless he is inspired to sell and taught how to do so; it is not sufficient unless the retailer's assistants are also "sold on" the product and taught how to sell it.

The object of this chart, therefore, is to try and convey in a quickly understandable manner the other forms of salesmanship which must be applied to every link in the chain between the manufacturer and the consumer. If that chain is weak at any link, the full benefits of the consumer advertising must inevitably suffer.

The service which the manufacturer gives to his merchants, the enthusiasm of the work-people and the administrative staff, the attitude of the accountant toward customers as well as that of the despatch clerk and the telephone operator, these are each links in the chain and as a link they are important. A hundred pounds worth of good national advertising may produce a valuable new account, but the impertinence of a telephone operator or the over-zealousness of an account collection letter may lose that account in a matter of minutes.

These charts, therefore, show how salesmanship—printed and otherwise—should begin by being applied to the manufacturer's own staff and then be steadily spread throughout the entire campaign and applied to every point along which the sale must travel.

The plan embodies nothing new but brings together the factors (Continued on Page 14)

THE PLI " COFTE" MERCHANT Send monthly letter, house magazine or bulletin to all companys salesmen. Publish monthly or quarterly house organ for retailers and send copy to merchants. Send regular contact letters re forthcoming developments, new plans and trade matters. Supply sales manuals, sets of letters, photos, selling ideas and aids to securing good receptions. Provide details of new sell-ing plans, new products, new packaging, etc. well in advance of launching. Conduct well planned trade paper advertising, send attractive reprints by mail. Arrange periodic re-train for salesmen and a study of individual salesmens selling methods. Send broadsides and folders announcing new lines new packaging or new distribution methods Use questionaires seeking ideas for improvement of product or selling methods. Offer catalogues stuffers literature etc for merchant distribution. Use questionnaires to seek opinions and criticisms of products, selling and distributive methods. Send folders showing new advertising and offer co-operative direct mail and display tie-ups. NUFACTURER SALESMEN House bulletin or works magazine for staff and workers. Offer to mail house organ and or regular helpful letters on the product and its market Send letters to staff at their homes to foster interest and co-operation Send sales manuals and informative booklets and regular bulletins of useful selling and display ideas Plan displays of finished products for workers to to stimulate pride in product. Provide digries pocket books pencils and other acceptable reminder iter Show posters in works on quality of craftsmanship to encourage pride in good work. Use questiongires to seek opinions ideas etc on product and market research matters Send letters to suppliers, staff, shareholders, etc. to encourage pushing product among their friends. Send invitations to visit works to see product being manufactured Offer prizes for valuable suggestions for the improvement of product, service or menufacture. Plan attractive advice and despatch and other forms, and routine letters, for maximum selling value. Offer technical information service or specialised training on technical or special products Circulate copies of letters praising product or service among staff and workers. service among staff
lissue regular news of
progress of company
and its general developments.

Check delivery detail
and troin staff to ensure
courteous and efficient
Replan accounts collect
and other letters of
make them build goodwill. THERE MUST BE NO WEAK LINK IN THE MARKETIN All This diagram is designed to portray how salesmanship in any dwindow displays, must be applied to every point of a successful Each of these links constitutes an essential part of the marketing the whole sales plan. A weakness at one point will reflect itself To sell thoroughly at one section of the chain is not sufficient. Brust be applied to each if the consumer advertising is to produce the The diagram does not purport to be complete—many more links and thought-provoking, and to suggest the lines on which company Naturally, no one business would use all of the suggestions illusting goodwill from the use of several of them.

If manufacturers will but think along these lines; if they will est and only then—will they achieve the maximum results from the Plan sets of selling letters for lapsed accounts and those with falling turn-over. Study telephone and all other contacts between staff and customers to ensure salesmanlike touch linh 4

The sequence of the chart begins with the manufacturer in the bottom left-hand corner, and the "boxes" connected to the factory by the red arrow show the type of salesman-ship which he might incorporate into his plant and administrative offices. Then comes the first circle symbolising his salesmen who sell to the merchant. The five boxes connected to this circle show some of the selling aids which should be given to the sales staff. The merchant then follows, and again the "boxes" connected to the arrows indicate some of the cultivation and sales help which he should receive. A further set of boxes follows, which are directed to the merchant's travellers; these men might, with the merchant's co-operation, receive much help which will encourage them to sell the product.

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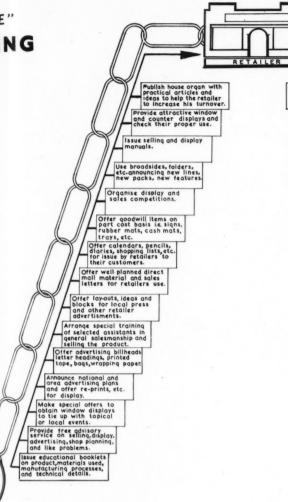
ma ret COL TH

MANUFACTURER

Arrange attractive and efficient reception facilities for customers and all callers.

HE (PLAN





AIN BETWEEN MANUFACTURER AND CONSUMER

Id forms, from letters to sales lessons and from house organs to plan.

In can add to the strength and pulling power of the others and to it sales from consumer advertising.

In must be studied with equal care and the utmost salesmanship wreafts in sales,

been added if space allowed — it seeks mainly to be stimulating ing should be studied.

In stimulating ing should be studied. n any di cessful si keting di ct itselfi ient. Bi roduce ti re links i compie s illustra

will en every link in their selling chain is pulling its full weight, then—

The merchant's salesmen then sell to the retailer, and here considerably more salesmanship and sales help are needed, as indicated by the longer line of boxes linked to the retailer. Since the ultimate contact is usually between the retailer's assistant and the consumer a further set of boxes then shows the type of sales education and assistance they should receive. Finally comes the advertising to the consumer, which stimulates demand and sends him or her into the shop to seek the product.

THE PLAN SEEKS TO SHOW THE SALESMANSHIP WHICH SHOULD BE EXERCISED ALONG EVERY STEP IN THE SELLING CHAIN SO AS TO ENSURE THAT THE FINAL CONSUMER ADVERTISING ACHIEVES THE ULTIMATE EFFECT IN MAXIMUM SALES

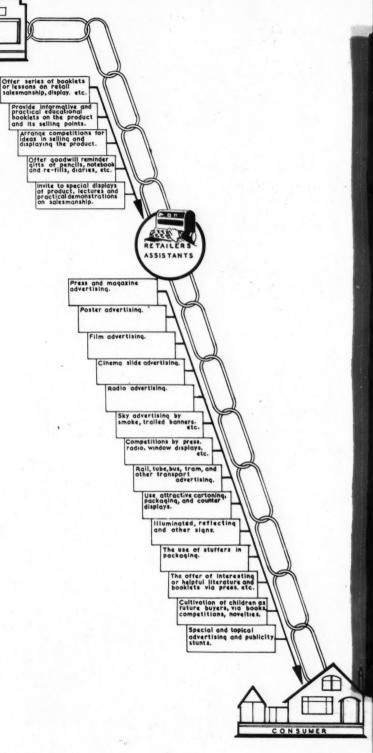
RKETING CONSULTANTS LIMITED

THE MI DON. W.C.2

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THE REPORTER



which are too rarely used, mainly due to the fact that manufacturers rarely appreciate how many sales may be lost by concentrating on consumer advertising only and neglecting all the other salesmanship which is necessary to successful and economic marketing.

Final Reporter's Note: As you study the Chart . . . notice how many of the merchandising elements are concerned with Direct Mail or printed promotion.

The Expert Replies

Last month we commented on an unusual booklet issued by The Weatherhead Company, Cleveland, Ohio . . . filled with crayon drawings of scantily clad females. We hesitated to rule on its essentiality as wartime advertising, but promised to refer it to an (the) expert on sex in advertising. Here is the answer from George Kinter:

Dear Henry:

Hold your hat—you are probably due for a jolt.

I have no severe criticism of the Weatherhead book. In fact, I think it is a very attractive piece of printing, and strange as it may seem to you, I find no objection to the synthetic reproductions of scantily clad females.

My criticism of sex in advertising has been directed at photographed reproductions of females in a state of undress. The pictures in the Weatherhead book of imaginary lassies are more decorative than suggestive or lewd. They are as synthetic as most advertising artists' conception of battlefields.

While the book is very attractive, I will have to admit that I do not think it will sell many parts for the automotive, aviation and refrigerator industries. It will, however, reduce the amount of income tax the Weatherhead folks will have to pay—which is probably the underlying reason for its production. However, there are many other advertisers who are using the same method of cutting down on the amount they hand over to Uncle Sam without giving the public as much entertainment as this book will afford.

As to the waste of paper, It wouldn't be good checkers to hold this particular concern up to scorn in view of the many advertisers who are wasting paper—and doing so while pleading for paper conservation. They are

like the proverbial preacher who pleads with his congregation "not to do as he did but do as he told them." (Note advertising of some of the paper manufacturers.)

As I see it, if we have just a crust of bread and throw it to the dogs, it isn't exactly wasted—if the dogs eat it. But if we throw a whole loaf—more than the dogs actually need—that's waste.

For instance, just today I received from McGraw-Hill a blown-up telegram (17" x 22"), announcing that the electrical wholesalers, in cooperation with the ODT, had cancelled their fall convention and that the convention would be held in print in the Wholesaler's Salesman, one of the McG-H publications.

I paused to remove my hat to the electrical wholesalers, but as I put it back on I reflected that it would have been nice if the McG-H had cooperated with the paper conservation program in making the announcement. It could have been made just as effectively on a piece of paper the size of a regular telegram blank, 8 of which have been cut out of the size sheets they used.

So let's not be too harsh on the Weatherhead people—they have at least provided some entertainment with the money they will not have to pay tax on.

Best wishes,

George Kinter Advertising Highlights 808 Publication Bldg. Pittsburgh, Pa.

Reporter's Note: That ends the discussion . . . until the subject crops up again.

☐ OF ALL THINGS! If you can get hold of the Congressional Record of September 8, 1944 . . . be sure to turn to page 7718 and read in entirety the address by Senator Langer. It occupies practically seven pages of the Congressional Record.

It seems that Senator Langer took it upon himself to visit in person the sedition trial now going on in Washington. He admits that before visiting the trial he had previously been visited in his own office by some of the defendants. As a result of these visits, Senator Langer used up seven pages worth of time in the Senate in staging an oratorical defense of those accused of sedition and of conspiring to set up a Nazi form of government in the United States.

The picture Senator Langer painted was most pathetic. All of the people accused are poor persecuted individuals. A great part of the defense concerned itself with Mrs. Elizabeth Dilling. Much of the address sounds like the kind of writing enjoyed by Mrs. Dilling.

We are sorry to report that not a single Senator arose to contest the statements made by the gentleman from North Dakota. It is a pretty kettle of fish . . . when a United States Senator tries to interfere with the due process of law. What right has Senator Langer to interfere with an important case before the court? And why did he do it? His defense makes no mention of the fact that all of the accused used the mails and the franking privilege to undermine the United States. We think this case of Senator Langer needs watching.

PERSISTENCE PAYS

The Reporter 17 East 42nd Street New York 17, N. Y.

Gentlemen:

Enclosed you will find our check for \$3.00 to cover subscription to The Reporter to May, 1945.

Frankly, your persistence in writing to us in the face of no response, and the cleverness of your requests for a renewal of the subscription have finally broken down our resistance.

More power to The Reporter!

Yours very truly,

Edward Karp, Director The National School of Cosmeticians, Inc. 730 Fifth Avenue New York, N. Y.

Reporter's Note: Always remember the most important formula—"There is no substitute for TIME in a Direct Mail Campaign." Time... to build up your name or goodwill. Time... to make a series of favorable impressions. Time... to create a desire and a willingness to part with money.

Newcomers in Direct Mail often get their fingers burned through failure to recognize the importance of TIME. They expect immediate results . . . the same kind of results secured by well known, long established firms. It isn't possible.



KEEPING IN TOUCH



PREPARED BY INTERNATIONAL PRINTING INK DIVISION OF INTERCHEMICAL CORPORATION

SEPTEMBER, 1944

INTEREST IN COLOR WIDENING

Postwar Increase In Color Printing Expected



The public is becoming color conscious. There are many indications that there will be an increased demand for color printing when full scale production of civilian goods is resumed.

Leading consumer publications and trade papers are devoting considerable editorial space to the subject of color ... New industries have developed in which color is a major selling point ... The demand for color by movie audiences has increased to the point where one out of every five Class A pictures is in Technicolor . . . Large national advertisers, prominent among them a soup manufacturer and a liquor manufacturer, have learned that color, because of its close relationship to taste appeal, can be the basis for successful advertising campaigns. These are a few of the indications that there will be an increased demand for color printing when full-scale production of civilian goods is resumed.

Increases in advertisers' demands for color have already been experienced by the large national magazines. An important reason for this is that, with advertising space restricted, advertisers have turned to more and more color to get maximum results from every unit of space available. But will these advertisers continue to use color after the war? Well, when you consider that the postwar period promises to be characterized by the most aggressive selling competition we have ever seen, it is logical to think that they will.

Hollywood, by adding up the boxoffice receipts from Technicolor movies, has learned that the public is becoming color conscious. The July 3rd issue of LIFE carried a 12-page section on color. The center spread of the July 16th New York Sunday News rotogravure section was "An Introduction To Color." Factory workers are kept at the peak of efficiency and are warned against hazards by judiciously-used color. Soldiers can distinguish between breakfast, dinner and supper Ration K meals by the color with which the containers are printed. A film manufacturer has developed a new type of color film that can be developed at home.

Yes, the public is becoming color conscious. And, spurred on by the leadership of such color minded advertisers as the food, liquor, cosmetic and plastics manufacturers, postwar printing will be more colorful than ever before. It is probable that the day will come when magazine and newspaper rate cards will consider color advertisements as a standard, and black and white space will be rarely used.

. Among printing ink manufacturers International Printing Ink has unequalled equipment for the measurement and control of color. In the IPI laboratories such precision instruments as the Electron Microscope, G. E. Recording Spectrophotometer and the Spectrograph are in continuous practical use. Spectrophotometry, for example, guided the production of IPI's new letterpress and offset color guides, the only color guides with colors notated in accordance with ASA Standard Specification and description of color. In package printing, the Spectrophotometer has made possible the IPI Color Standards Surveys and insures their accuracy over the years.

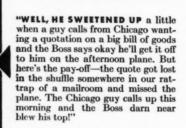
FREE COLOR GUIDES

A letterpress and an offset color guide, each made up in both file size and an easy-to-carry pocket size, a newspaper web press color guide and a specimen book of IPI* Everyday* inks are now available to printers and others who select printing ink colors. Write for copies to International Printing Ink, Empire State Building, New York 1, N. Y.

*Trademark



"YEAH—IT ALL STARTED yesterday. He didn't feel too good when he blew in and it didn't help any to have Tommy bring him his mail unopened almost an hour late. Of course, the kid has to do everything himself by hand, so what can he expect?"



"THE UPSHOT OF IT ALL is that he telephoned for a Commercial Controls specialist this afternoon and he made arrangements to shoot the works on a modern, new mailroom equipped with CC mail-handling systems and machines just as soon as he can get them. Happy day!"

Metered Mail Systems ... Postal and Parcel Post Scales ... Letter Openers ... Envelope Sealers ... Multipost Stamp Affixers ... Mailroom Equipment. (Many units available.)

OMMERCIAL ONTROLS CORPORATION

Buy Extra War Bonds

ROCHESTER 2, NEW YORK

BRANCHES AND AGENCIES IN PRINCIPAL CITIES

GONE BUT NOT FORGOTTEN:
About a year ago Paul K., a topflight sales manager friend of mine,
joined the Air Corps. Before he left,
he and I worked out a little plan.
He would send back notes on his
experiences. I would put them into
letter form; have them typed; return them to him for signing and
mailing to his customers and prospects.

All we aimed to do was keep his fences in repair for the duration. So you can imagine the kick I got when I read these lines in a recent letter from him: "The letters have been very successful. My salary has just been reinstated by the office."

Paul K. works for a swell company, but it isn't exactly an eleemosynary institution. You may be sure that when the management decided to pay him full civilian salary while in the service, the letters were bringing in business to warrant the outlay.

Above unusual case history from the little 4"x94" postcard house magazine "Cochrane's Column" for September, issued by The Cochrane Company, 10 Post Office Square, Boston 9, Mass.

□ DUDS . . . some months ago we suggested to Reporter readers that they listen to Upton Close on his Sunday afternoon radio program . . . and that they then write to Lumbermen's Mutual to get the Direct Mail follow up. We have been watching that campaign for a long time.

It pleased us no end to see a recent bulletin from the War Writers' Board. In each of the weekly War Writers' Board reports, the editor lists the bombs and duds. The bombs are the movies, radio programs, plays and books which are doing a good job for democracy. The duds are those which are doing the opposite. Listed under duds in the current issue is this item:

UPTON CLOSE (WEAF-NBC; Sundays, 3:00-3:30 P.M., EWT) Commentator, sponsored by Sheaffer Pen. (Also on WOR-MBS; Sundays, 6:30-6:45 P.M., EWT for Lumbermen's Casualty) Consistently parallels Axis propaganda, in casting suspicion on our allies, thereby spreading disunity and threatening victory and permanent peace.

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□ DIRECT MAIL PICKING UP. An item in the September issue of Ernie Krieg's house magazine "Krieg's Key-Notes" (122 So. Sixth Street, Minneapolis, Minnesota), caught our searching eye. It is well worth reprinting . . . since many similar cases have been reported recently.

o

Many a month has gone by since we've been handling or have recently completed so many mailings along the same general line.

They literally point out that the soft, flabby days of selling are about over or soon will be in most lines of business. These up-on-their-toes mailings are in pleasant contrast with the all-time low in selling that has prevailed during the past four years.

They indicate that the good old gravy train of lushy war business is soon going to be diverted into the siding of inactivity unless steps are taken to prevent it.

Here are a few "preventers" going through the shop at the present time:

- 1. A manufacturer of printing equipment, selling nationally, telling its trade that for the first time in three years it has new equipment for sale and replacement parts for repairs.
- 2. A glass distributor, covering six states, going after new accounts in the hardware line, the first of a series of six monthly mailings.
- 3. Here's a surprise. A national selling organization conducting a thirteen-week sales contest (we haven't handled a large one in years) among their 700 salesmen, with highest points being given for landing new accounts.
- 4. An insurance company announcing a modernized after-the-war selling arrangement for its agents in the service and tactfully telling its friends and stockholders how it intends to take care of those agents when they return.
- 5. After the many months when it took even a week to get a car wash, this one indeed is a rarity—an automobile concern actually soliciting repair work from three classes of car owners.
- 6. A gasoline company getting set once again to issue credit cards to all prompt-paying individuals in the city, the mailing ready to be released as soon as the government gives the go-ahead.
- 7. A distributor notifying its dealers in weekly bulletins of new postwar products it has secured and novel plans for marketing them in this area.

Yes, sales managers are again rolling up their sleeves. That means the future is bright in the mail advertising industry. We're happy.

THE REPORTER



Today



papers tend to be somewhat dull and grayish — the unavoidable result of wartime shortages of bleaching chemicals.

But ...

ALL-RAG paper, such as Masterline all-rag Anniversary Bond, remains just as white, clean, crisp, permanent and impressive as ever! . . . a sure cure for wartime "letterhead-aches"!

Only 61/5 cent more per letter

All-rag Anniversary Bond costs only 1/5¢ more per letter than 25% rag-content stock. That's not even cigarette money!... Only 6¢ a day if you use 10,000 letterheads a year.



Compare all-rag Anniversary Bond and part-rag paper side by side. Write today . . . on your business letterhead . . . for unique, FREE "See for Yourself" Kit.*

*Includes printed, lithographed and engraved samples of Anniversary Bond . . . plus extra sheets for you to test in your own way. Write to:

FOX RIVER PAPER CORPORATION, 404-J S. Appleton St. Appleton, Wisconsin.



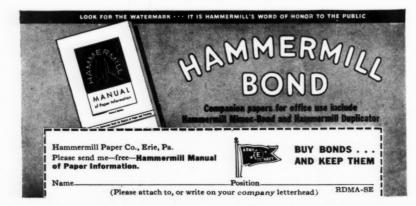


Don't LET your letters say unfavorable things about you, and lose business for you, before they're even read. Be sure your letterheads, quotations, invoices—all your stationery—represent you properly.

Use Hammermill Bond. Here is a paper that creates respect, invites reading, by its feel and appearance of quality. It is a uniform paper, safeguarded, controlled and checked in its

manufacture by the world's toughest tests—the product of 45 years' experience in papermaking.

Let us help solve your paper problems by sending you the up-to-date revised Hammermill Manual of Paper Information. Lists all Hammermill papers now available under current restrictions. Just mail the coupon.



LETTER WRITING SUGGESTION FROM ENGLAND

Dear Henry:

I believe a magazine like yours is a pool; one into which you must pour ideas if you hope to draw them, too.

I've had many a good idea from The Reporter and, therefore, like to give opinions wherever they are of value (even though I am a little late by the time I reach you). Your latest request is for opinions on dictated-v-written copy.

Well, I claim to have written more sales letters per annum than any man in Great Britain (1040 in one year at a minimum of 10 dollars each wasn't bad going) and here is my method.

Having studied all that you can about the product, dictate the letter first and don't worry if it's over long. That insures that your expression is sincere and conversational. The letter then has a telling note because it is written as you would speak.

Then—with the typewritten rough before you—go over it and polish up, substitute better—but not longer words—emphasize your arguments, make your expressions more crisp and underline the punch.

Then—put it aside and do the polishing once more the following day.

That's my method, Henry, for what it's worth and my clients say it works well enough for them to "stick around."

Trying to do all this amidst the din of flying bombs is fun, too!

Yours sincerely,

Martin H. Perry Managing Director Marketing Consultants, Ltd. 28 Denmark Street London, W.C.2, England

Reporter's Note: Good advice and somewhat similar to Kenneth Goode's paste and razor blade formula. Ken contended—write all you can about the subject — then boil down. Cut apart. Paste together in proper sequence.

□ BUILDING GOOD WILL. That's a fine idea being worked by the Union Storage Company, 705 Florida Ave., N.W., Washington, D. C. After a moving job the customer gets a well printed two-color card enclosed in an envelope. Introduction reads: "We've finished your moving... but we're still interested in you." Copy thanks customer for the job and hopes that everything

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is entirely satisfactory. And then, the good idea!

Enclosed with the card are six small four-page folders measuring 2¾" x 4½". Cover shows a doorway and a welcome mat, with these words: "Welcome to our New Address." On the inside there is space for the customer to notify friends of the new address with wording reading "The number and the street are new, but there's always the same old welcome for you!" On the folder there is a small bit of copy stating that "We were moved by Union Storage Company, etc."

It is all too seldom you hear of a case like this during times when most customers are treated with condescension . . . or worse.

□ SPEAKING OF HUMOR AGAIN
. . . the latest issue of "Envelope
Economies" the house magazine
published for all the branches of the
Tension Envelope Corporation, is
devoted entirely to humorous letters. It was edited by a fellow
named Henry Hoke. You might get
a copy by contacting any of the
Tension branches.

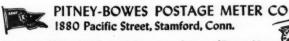
□ A "FLARE" MAILING. Tricky mailing pieces have been very scarce during wartime . . . but the firm of James Gray, Inc., 216 East 45th Street, New York 17, N. Y., pulled a good one during September.

The Sales Department wanted to interest political clubs and organizations in campaign printing and mailing work. In studying their campaigns, they discovered that one of the most difficult things to obtain today is a political "flare" formerly used in parades and demonstrations. So Gray designed a flare mailing piece. Some old pieces of unused mailing tubes were wrapped in black and red paper and fitted together to resemble a flare. When pulled apart the inside of the tube revealed a sales letter telling about Gray's 25 years experience in handling political mailing campaigns.

The mailing created a lot of attention . . . but do you know what most of the recipients wanted? Many called to inquire where they could buy . . . political flares.

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Originators of Metered Mail, world's largest manufacturers of Postage Meters, which print postage for business mail . . . now devoted to war production.

The Man Who . . .



Pledges: "All my efforts to eliminate the abuse of the franking privilege."

Reporter's Note:

We introduce to the readers of THE REPORTER the man who will be applauded by the people of the nation IF he is successful in defeating Hamilton Fish come this November election day.

Augustus W. Bennet is an attorney of Newburgh, New York
... a lifelong Republican. Fish
defeated him in the Republican
primaries by a small margin ...

but Bennet is running on an Independent Republican ticket and has been endorsed by the Democrats as well. Helen Hayes and other notables of the 29th New York District are staging an intensive street corner, house - to - house campaign, and flooding the district with "the truth by mail." Fish is fighting back with his usual "they're smearing me" and is using his free frank liberally.

All mail users should be inter-

ested in this campaign . . . because Bennet has studied the misuse of the franking privilege as practiced by the Fish-Hill-Dennett-Viereck combination. He doesn't want such things to happen again. In addition to his pledge to fight franking abuse, he wisely adds: "I will take counsel from the people of my district and not from the agents of foreign governments."

THE REPORTER is for any man— Republican or Democrat—who will fight to clean up the mails.

OVERSEAS

Many of my friends have written to ask that I make a full report on the repercussions or the reactions from BLACK MAIL.

I don't want to take the necessary amount of space in The Reporter to quote from the thousands of letters that have been received. We are putting these letters away in a big scrap book . . . to save so that the boys can read them when they get back home. The thing that pleases me most is that these letters give evidence that BLACK MAIL is being read . . . and not only read by the individual purchaser, but is passed around from one person to another in seemingly unending circles. So, no matter what the total sales may show . . . the number of individual readers will be many times larger.

Now that several months have passed since the book appeared we are beginning to get letters from service men abroad . . . and from Army and Navy Hospitals throughout the world. These are the best letters. They make me very humble. They make me kick myself that I did not work harder and that I did not make **BLACK MAIL** better.

I am going to take the space in this issue of *The Reporter* to print excerpts from two of the best letters received from service men. For many obvious reasons I cannot reveal the names of the men or their location. Perhaps these letters will thrill you as much as they did me.

A Letter From a Lieutenant

I want to tell you that I enjoyed "Black Mail" from beginning to end, if one can use the word "enjoy" in connection with a book of such subject matter. The way it was written, the manner in which you set down concrete facts without mincing words impressed me very much.

In a way, it is unfortunate that one of the principles of democracy (I hate capitals on that word) is that people should not be forced to read any certain writing. I believe that if every American citizen could read your book, and John Roy Carlson's "Under Cover" a tremendous stride would be made to

(Continued on Page 22)

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"Homework"

When you want to know

GO TO AN EXPERT

IF YOUR PROBLEM is selecting the right paper for the job, who could advise you better than your printer?

Knowing paper quality is his business... on it depends much of his own reputation for fine printing. That's why in this series of advertisements we have been urging you to take his word on Rising quality rather than our own. For years printing experts have chosen Rising Papers for every printing purpose.

Prices on a par with other quality papers. Among other lines:

Rising Bond (25% rag), Rising Line Marque (25% rag), Finance Bond (50% rag), Rising Parchment (100% rag). The Rising Paper Co., Housatonic, Mass.



Rising

ASK YOUR PRINTER-HE KNOWS PAPER



IN DIRECT MAIL ADVERTISING

the need

be it the boosting of product sales, the maintenance of Good Will, the raising of funds, or paving the way to postwar markets—

the seed

Ahrend painstakingly prepares Market Analyses and Merchandising Plans, and

with speed

Sound, forceful copy is tailor-made to your requirements . . . Art Work is prepared . . . the job is Processed . . . Addressed . . Mailed

the deed

Results talk. Ahrend Direct Advertising, backed by 52 years of successful service to every type of industrial, commercial and institutional account, continues to score an exceptionally high percentage of returns!

SO-YOUR LEAD . . . WRITE OR CALL
D. H. AHREND CO.

52 DUANEST., N.Y. 7, N.Y. WO. 2-5892



Sir: Could we interest you in a complete, specially-bound set of U. S. Statistical Abstracts?"

ARE YOU REACHING THE RIGHT PEOPLE?

For your next mail promotion use a list of right people . . . people who are known to be buyers of products and services similar to your own. We don't own lists but we do know where to get them . . . 2,000 privately owned lists —more than 80 million names—are registered with us and available on a rental basis. Cost is low—service is fast. Tell us the people you want to reach—we'll make suggestions without obligation.

D-R SPECIAL LIST BUREAU

(DIVISION OF DICKIE-RAYMOND, INC.)

80 Broad Street Boston 10, Mass.

the end that we all hope for. To make the enlightenment complete, attendance should be compulsory at a showing of the seven films of the Army Orientation series, "Why We Fight." The War Department admits that the films are propaganda, but they are very well done, and are true and factual, just as your book is. They made me shudder at the thought of how close our country came to the same fate that befell Poland, France, Greece and the other countries conquered by the Nazi monster.

For reasons that may or may not be correct, Army Regulations prohibit a serviceman from voicing his political beliefs and also any criticisms of the elected people who run the government, such as our Congressmen. That is an effective gag on a good portion of the citizens of the United States. But, thank the Lord, no regulations can prevent us from thinking and reasoning and figuring out for ourselves just what we're fighting for and how we want the country to be run after the war. As long as we have men like you holding the fort for us and saying what has to be said, our liberty and freedom will be maintained. when we come home after the war, better citizens for having fought for or at least served our country, then we who have fought and served over here will team up with you who have fought on the home front, and together we'll clean up that which will need cleaning and wipe out that which will need eradication. Anyway, let us hope so. I've been in the Army four years now, and I'm prepared to serve as many more years as are necessary. How bitter it would be to have all that time go for naught.

Your book is very much in demand, no doubt every man in the —th will read it and a sadly worn book it will be by then. But every man in the —th will profit by reading it, there is no doubt of that. If a man learns to think just a little bit, he is greatly enriched and "Black Mail" is enough to make anybody stop and think.

Mr. Hoke, I would very much like to meet you some day and shake your hand. My home is in New York and possibly that may work out some day. My congratulations to you for having done a real service to our country and my best wishes for future successes.

I join you in hoping for the defeat of Ham Fish this November—in the true American manner—by the votes of an enlightened citizenry and the crushing of the Axis—also in the true American manner—by courage and steel.

A Letter From a Sergeant

I've just finished Black Mail and if I didn't write to you and tell you how much I appreciate the work you've done in writing it, and how it moved me—I'd be unfair to you.

(Continued on Page 23)

DO NOT READ UNLESS YOU ARE EXPERIENCED DIRECT MAIL EXECUTIVE

Positions await direct mail executive and two assistants. Former must be thoroughly experienced and fully capable of running entire organization. Assistants of proportionate direct mail experience, especially in filing and correspondence. Positions are permanent and may require change of residence.

DO NOT ANSWER UNLESS QUALIFIED

Give complete information in first letter as to qualifications and salary expected.

WRITE BOX NO. 901

Reporter of Direct Mail Advertising

17 East 42nd Street, New York 17, N. Y.

The Country's Outstanding

MASS MAIL SELLERS

selected

MAIL ORDER LIST HEADQUARTERS

to schedule

MORE HUNDREDS OF THOUSANDS of KEYED TESTS and VOLUME MAILING this year than in any August in 9 years of MOSELY LIST - SCHEDULING EXPERIENCE

"Thanks Millions" from

WRITE DEPARTMENT R-9

MOSELY SELECTIVE LIST SERVICE

Mail Order Headquarters
38 NEWBURY STREET

BOSTON 16

"MOSELY has the MASS MAIL MARKETS"

It is comforting to know that there's a voice like yours crying out in the wilderness—asking people to THINK! THINK! THINK! and to DO SOME-THING. I read books like yours, and "Under Cover." I used to listen to Wheeler and Lindbergh. I used to read Ham Fish. And I worry. I worry about the folks at home but more than that I worry about our soldiers. We are coming perilously close to having a mass persecution complex. There's a terrific tendency on our parts to feel sorry for ourselves, We're beginning to worry what the folks back home are going to do for us after the war is over. We forget that after the war will be over WE will be the electorate. We will be the Chambers of Commerce . . . the Rotary Clubs . . . the Main Street Business Men . . The Bar Associations and the Medical Societies. I hope we shall be equal to the task. Sometimes I wonder.

Fellows like you are showing us the way. Thank you.

I know what the answer is. The answer lies in fellows like me—and your three boys—and ten million more of us who, soon we hope, will come back to take our places in our small and large communities. If we interest ourselves in the men we elect to public office and make certain that our politicians are fair and just and competent—then our government will not fail us. I hope and pray we shall do this—and I am not at all certain that we shall.

Why does not Fish's opponent use the very same direct mail campaign that you describe in your book? That might beat him. That thought can't be original though — I'm certain they've thought of it.

So thank you for the book and thank you, too, for the kind words you say about our people. We know we are no better or worse than other people. I think we are confused—we want to do what is right and we don't always know what is the right thing to do.

Appeasement—assimilation—closing our eyes to those who wrong us—all of this is weak. Those who would destroy us we must fight with all the strength we possess. We must do

this as Americans—we Jews must do this as a people.

I admire you, Mr. Hoke, and I promise myself that when this war is over I am going to treat myself to the luxury of meeting you.

GUILD SINCE 1899 LISTS

When you think of mailing-liststhink of GUILD

> 76 NINTH AVENUE NEW YORK 11, N. Y.

Chicago Office, 7 So. Dearborn St.



while they last ... \$15.00

Size 26 x 27% inches

This serap-book, suitable for full newspaper
pages, photos, advertising campaigns, at work,
pages, photos, advertising campaigns, at work,
respectively. The serap ser

SAMUEL L. UNGER
3 EAST 14th ST., NEW YORK CITY
Remittance with order assures prompt delivery.
Money Refunded if not satisfactory.

CLASSIFIED ADS

EQUIPMENT

MULTIGRAPHS, MIMEOGRAPHS, Folding Machines and Attachments — Sold, Bought, Traded-In and Repaired. Write us your requirements. Chicago Ink Ribbon Co., 19 S. Wells St., Chicago, III.

HELP WANTED

CHICAGO MANUFACTURER selling direct to retail outlets by mail would like to employ advertising council on a retaining fee basis. One day per week. Not interested in direct mail printer or letter shop service as we handle all our own production. Box 902, The Reporter, 17 E. 42nd St., New York 17, N. Y.

LETTERHEADS

EVERY EXECUTIVE SHOULD READ "Letterhead Design and Manufacture," by Fred Scheff, 225 pp., $8\frac{1}{2} \times 11$, 125 illustrations. "EXCELLENT" Printers' Ink. Mail \$5.00 to Fredericks Co., 68 Nassau St., New York 7, N. Y. Money refund guarantee.

MULTIGRAPHING SUPPLIES

RIBBONS, INK AND SUPPLIES for the Multigraph, Dupligraph and Addressograph Machines. We specialize in the re-manufacturing of used ribbons. Chicago Ink Ribbon Co.. 19 S. Wells St., Chicago, Ill.

SALES LETTERS

SALES LETTERS that satisfy. I write them. Folder on request. Jed Scarboro, 10 Wetmore Ave., Maplewood, N. J.

SPECIAL

IF YOU LIKE THIS ISSUE . . . and if you are not a regular reader of The Reporter, you will be doing yourself a big favor by subscribing now. Know what is going on in the Direct Mail field by following this monthly digest of Direct Mail Ideas. If you are a subscriber . . how about showing this copy to a friend? Subscription Rate \$3.00; Special Two-Year Rate \$5.00. The Reporter, 17 East 42nd St., New York 17, N. Y.

FOLLOW THE GLUE LINE

Envelopes are only as strong as the glue that seals them. Tension GLUE-LOCKED Envelopes seal readily and stay sealed assuring safe delivery of your mail.

Tension knows how!



TENSION ENVELOPE CORP.

Serving the Government and our Civilian Customers

New York 14, N. Y. 345 Hudson St.

N. Y. St. Louis 3, Mo.* St. 23rd & Locust Minneapolis 15, Minn.* 500 South 5th St.

Des Moines 14, Iowa³ 1912 Grand Ave. Kansas City 8, Mo.* 19th & Campbell Sts.

*Originally Berkowitz Envelope Co.



Team Play that Scores High...



Yank ships get real Russian servicing these days, pointing them for the mighty missions

that Yanks now execute from Russian bases round the clock. Ancient barriers of race break down fast, when the youth of two great nations toil and fight "wing to wing" for the future of the civilized world. Such team play is unbeatable.

These days, too, there is a constant oppor-

tunity on the home front to pitch in and help save every scrap of paper. International Paper Company is continuing to do everything in its power to solve the problems in paper manufacture and supply.

BACK THE INVASION WITH BONDS

* SAVE ALL SCRAP PAPER *

International



PAPER COMPANY

220 E. 42nd ST., NEW YORK 17, N.Y.

PAPERS FOR PRINTING AND CONVERTING

